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Milord Keshishzadeh, Esq.  
Milord & Associates  
2029 Centruy Park East, Suite 1700  
Los Angeles, CA 90067

EXAMINER

ELISCA, PIERRE E

ART UNIT

PAPER NUMBER

2161

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Please find below and/or attached an Office communication concerning this application or proceeding.

TR

# Office Action Summary

Application No.

09/487,354

Applicant(s)

ALON, NACHOM

Examiner

PIERRE E. ELISCA

Group Art Unit

2161

☒ Responsive to communication(s) filed on 9/13/2001

☐ This action is FINAL.

☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire THREE month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

## Disposition of Claims

☒ Claim(s) 1-20 is/are pending in the application.

Of the above, claim(s) none is/are withdrawn from consideration.

☐ Claim(s) \_\_\_\_\_ is/are allowed.

☒ Claim(s) 1-20 is/are rejected.

☐ Claim(s) \_\_\_\_\_ is/are objected to.

☐ Claims \_\_\_\_\_ are subject to restriction or election requirement.

## Application Papers

☒ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The drawing(s) filed on \_\_\_\_\_ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on \_\_\_\_\_ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some\* ☐ None of the CERTIFIED copies of the priority documents have been  
☐ received.

☐ received in Application No. (Series Code/Serial Number) \_\_\_\_\_.

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\*Certified copies not received: \_\_\_\_\_.

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

## Attachment(s)

☒ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). \_\_\_\_\_

☐ Interview Summary, PTO-413

☒ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

--- SEE OFFICE ACTION ON THE FOLLOWING PAGES ---

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### DETAILED ACTION

1. This Office Action is in response to Applicant's CPA filed on 09/13/2001 .

Claims 1-20 are presented for examination.

#### *Claim Rejections-35 USC § 103*

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 5-9, 12-15, 18-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ronen et al. (hereinafter Ronen)(U.S. Patent No. 5,905,736) in view of Conklin et al. (U.S. Pat. NO. 6,141,653).

Regarding to **claim 1**, Ronen substantially discloses a communications enhancement means for providing information regarding a related subject matter from an alternate source, comprising:

a client communicating with at least a server (see Fig. 2, item 209, 210, a server is inherently required to perform product or service request from the client over the Internet);

at least a first source and a second source located on said server (see Fig. 2, item 210 and

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217, first source-IAP, second source, IS P);

a communication means between said first source and said second source (see Fig. 1, item 105); and

a display component allowing the transfer of information between said first source and said second source (see fig. 2, item 217 and 227), please note that it is obvious to recognize that in order for the user to response to the received response the display component is needed to be in order.

Ronen does not explicitly discloses the related subject matter from the alternate source is determined from the interaction of the client with said first source and is autonomously provided thereto.

**However, Conklin** discloses a multivariate negotiations over a network or business transactions, wherein business transaction negotiation deals have many variable items, such as price, quantity, quality, warranty see., abstract, col 1, lines 41-47, col 7, lines 30-64 (which is seen to read as a business transaction for providing customer additional sales services along with product sales (i.e. warranty or insurance provided by different company, approval from said client (interaction with client) is required in order to charge the client the additional product or service sales). It is obvious to realize that transferring information to user from autonomous source in order to keep sells autonomous.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teaching of **Rosen** by including the related subject matter from alternate source of **Conklin** and keeping the information autonomously to client to **Rosen's** Internet selling system for the benefit of providing buyer what they needs and keep the seller autonomously before sells transaction takes place.

Regarding to **claim 2**, Ronen discloses the invention of claim 1, wherein said display component is a browser (see fig. 2, item 2 04).

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Regarding to **claim 3**, Ronen discloses the invention of claim 1, wherein said communication means is a request sent from said first source to said second source requesting said second source to provide information to said client of said first source (see Fig. 1, item 105 and Fig. 2, items 209, 210, 216).

Regarding to **claim 4**, Ronen discloses the invention of claim 3, wherein said request is adapted by said first source to relate to an interaction of said client with said first source and said information provided by said second source is related thereto (see fig. 2, items 209, 210, 216 AMD217).

Regarding to **claim 10**, Ronen disclose an Internet system for generating an order, comprising: at least a server (see Fig. 2, item 209, 210, a server is inherently required to perform product or service request from the client over the Internet);

at least a first source communicating with a second source through the use of said server (see Fig. 2, item 210 and 217, first source-IAP, second source, IS P);

at least a client conducting an interaction with said first source (see Fig. 2, items 209 and 210);and

a display component allowing the furnishing of information between said first source and said second source that is comprehensible to said client (see Fig. 2, item 217 and 227),the display component is inherently in order for the user to response to the received response).

Ronen does not explicitly discloses whereby the interaction of said client with said first source determine the information furnished by said second source without requiring a specific client request.

However, Conklin discloses a multivariate negotiations over a network or business transactions, wherein business transaction negotiation deals have many variable items, such as price, quantity, quality, warranty see., abstract, col 1, lines 41-47, col 7, lines 30-64 (which is seen to read as a business transaction for providing customer additional sales services along with product sales (i.e. warranty or insurance provided by different

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company, approval from said client (interaction with client) is required in order to charge the client the additional product or service sales). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teaching of **Rosen** by including the related subject matter from alternate source of **Conklin** and keeping the information autonomously to client to **Rosen's** Internet selling system for the benefit of providing buyer what they needs and keep the seller autonomously before sells transaction takes place.

Regarding to **claim 11**, the claimed invention is similar to claim 2 and therefore the same rejection applied.

Regarding to **claim 1 7**, Ronen discloses the Internet system of claim 10 wherein said first source is a first web page at a first IP address and said second source has a second IP address (Fig. 1, 104, 107).

Regarding to **claim 5**, Ronen discloses the invention of claim 4. Ronen does not discloses said system wherein said interaction of said client with said first source is the purchase of an item therefrom.

However, it is obvious to recognize that many IAP provides products and services sales from their web sites. Accordingly, it would have been obvious to one of ordinary skill in the art at the tinge the invention was made to includes product or services sales at the IAP site with Ronen's feature of IAP referring clients to ISP for product information and sales.

Regarding to **claim 6**, **Ronen in** view of the obviousness statement discloses the invention of claim 5, wherein at least an actuation means is included with said information transferred from said second source (see cog. 8, lines 1-7).

Regarding to **claim 7**, **Ronen in** view of the obviousness statement discloses the invention of claim 6, wherein upon actuation means by said client a set of data is transferred from said first source to said second source in a secure fashion (see Fig. 2, lines 2 09, 210, 216, 217, 22 7, a set of data can be interpret as another user request after user wants more chargeable IS P service).

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Regarding to **claim 8**, Ronen in view of the obviousness statement discloses the invention of claim 7. Ronen does not discloses said system wherein a payment means, a delivery means, and a client identifying means are at least included in said data.

However, it is obvious to realize that many techniques have been used to encrypt file i.e means for transferring billing information from one source to another in a secure factor in order to protect data file from hacker. It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the Ronen's central billing with the obviousness statement by giving client an option to pay direction to the second source by having the IAP transfer client's pre-established billing information such as payment means, delivery means and client identifying means to the ISP when the client decides to make purchase from the ISP.

Regarding to **claim 9**, Ronen in view of the obviousness statement discloses the invention of claim 8. Ronen does not discloses said system wherein a second display component is presented by said second source requesting at least entry of said payment means, said delivery means, and said client identifying means, if said data is insufficiently received by said second source.

However, it is obvious to recognize that billing information have to be satisfied before a sales transaction can be completed. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to include the feature of presenting to client the request of filling out billing information if such information was not completely received in order to complete the sales transaction.

Regarding to **claim 12**, the claimed invention is similar to claim 5 and therefore the same rejection applied. It is obvious to realize that client provides a plurality of personal information to seller in order to complete an online sales transaction.

Regarding to **claim 13**, Ronen discloses the Internet system of claim 12, wherein said first source sends a request to said second source for said second source to provide at least a packet of data having a plurality of products and services information (see Fig. 2, items 20 9, 210 and 216).

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Regarding to **claim 14**, Ronen discloses the Internet system of claim 13, wherein a second display means presents said packet of data to said client, and said second display means has a first actuation means to request additional information, a second actuation means to accept an item from said second source, and a third actuation means to decline said item from said second source (see col. 8, lines 1-12).

Regarding to **claim 15**, Ronen discloses the Internet system of claim 14. Ronen does not disclose said system wherein upon activation of said second actuation means said plurality of personal information is transmitted from said first source to said second source.

However, it is obvious to recognize that many technique have been used to transmit encrypted information over the Internet in order to protect data file from hacker. It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the obviousness statement detailed above to transferring personal information of said user from first source to said second source when the client decided to make the purchase from the second source to Ronen's central billing by giving the client a choice to be billed by the second source instead of the central bill but without repeating the billing inform an on to each ISP whenever client makes a purposes.

Regarding to **claim 18**, Ronen discloses a method for ordering an item using a computer network, the method comprising:

providing personal information of a user to a first source to finalize a purchase transaction (see Fig. 3, item 2 06 and 20 7), personal information is inherently required when providing billing information for Internet purchases).

Ronen does not explicitly discloses the purchase transaction is on said first source.

However, it is obvious to realize that many IAP provides products and services sales from their web sites. It would have been obvious to one of ordinary skill in the art at the time the invention was made to includes product or services sales at the IAP site with Ronen's feature of IAP referring clients to IS P for product information and sales.

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Ronen further discloses displaying information identifying the item that is related to the subject of the purchase transaction and displaying an assenting actuation means to purchase the item (see col. 8, lines 1-7).

Ronen further does not disclose:

issuing a request to a second source for an item that is related to a subject of the purchase transaction.

However, it is obvious to recognize that product suggestion that relate to purchased product such as Amazon.com's site on related product suggestion to its customer after purchases is already available in the Internet transactions market. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to provide client the related product that is similar to the one the client purchases for generating more sales.

Furthermore, it is common practice in wholesales business or distributor to suggest additional product to its customer and order from the suppliers when customer agrees to the sales. It would have been obvious to one of ordinary skill in the art at the time the invention was to use the recommending system of suggesting related product to the user and request the information from the source for additional sales.

Ronen does not disclose transferring personal information of said user from said first source to said second source in a secure fashion upon assent of the user to purchase said item.

However, it is obvious to realize that many techniques have been used to transmit encrypted information over the Internet in order to protect data file from hacker. It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the obviousness statement to transferring personal information of said user from first source to said second source when the client decided to make the purchase from the second source to Ronen's central billing by giving the client a choice to be billed by the second source instead of the central bill but without repeating the billing information to each ISP whenever client makes a purchase.

Regarding to claim 19, Ronen in view of the obviousness statement discloses the method of claim 18, wherein said request is issued to said second source and said second source providing a display with information regarding the item (see Fig. 2, item 210 and 216 and 217).

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4. Claim 16 and 20 are rejected under 35 U.S.C.103(a) as being unpatentable over Ronen et al. (U.S. Patent No. 5,905,736) in view of the obviousness statement as applied to claim 12 and 18 above, and further in view of Dworkin (U.S. Patent No. 4,992,940).

Regarding to claim 16, Ronen discloses the Internet system of claim 12. Ronen does not disclose said system wherein a database that has previously stored information from said second source communicates with said first source to provide a related item to said client on said first source, and upon acceptance of said related item by said client, a transfer of said personal information from said first source to said second source.

However, Dworkin discloses a database that has previously stored information from said second source communicates with said first source to provide a related item to said client on said first source (see col. 1, lines 63-68 and col. 2, lines 12-16).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Ronen's first source routing client's request to second source and Dworkin's database that has previously stored information from said second source communicates with said first source in order to enhance the system so that it enables first source to search for product information according to client's request directly from a database instead of routing the request to the second source to perform the search to save time and network resource.

Regarding to claim 20, Ronen discloses the method of claim 18. Ronen does not disclose a method wherein said request is issued to a database communicating with said first source, and previously recording information from said second source on said database, and presenting a display with information regarding the item to said user.

However, Dworkin discloses a request is issued to a database communicating with said first source and previously recording information from said second source on said database and presenting a display with information regarding the item to said user (see col. 1, lines 63-68 and col. 2, lines 12-16).

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Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Ronen's first source routing the request to second source and Dworkin's first source that search for product information according to client's request from a database that previously recording information from said second source and present it to client for the benefit of enhancing the system so that the first source can directly search for the requested product instead of forwarding the request to the second source to save time and network resource.

*Response to Arguments*

5. Applicant's arguments filed on 09/13/2001 have been considered but are moot in view of the new ground(s) of rejection.

**REMARKS**

6. In response to Applicant's arguments filed on 06/23/2001, paper # 9, Applicant argues that the prior art of record (Rosen) fails to provide a communication enhancement means that provides related information from a second source to a first source depending on the user's interaction with the first source, in an autonomous manner. As stated in the Office action mailed on 03/13/2001, paper # 8, this limitation is disclosed by Rosen in Fig 2, items 209 and 210, client and server, it is obvious to recognize that a server is needed in order to preform product or service request from the client or user over the Internet, please note that the item 210 receives response to request from the ISP, the ISP request is originated from a server transaction see., fig 1.

*Conclusion*

7. **Any response to this action should be mailed to:**

Commissioner of Patents and Trademarks Washington, D.C.20231 or faxed to:

(703) 30 5-9051, (for formal communications intended for entry)

Or:

(703) 305-0040, (for informal or draft communications, please label "PROPOSED" or "DRAFT")

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Hand-delivered responses should be brought to Crystal Park II, 2021 Crystal Drive, Arlington, VA., Sixth Floor (Receptionist).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Elisca Pierre, whose telephone number is (703) 305-3987 and whose e-mail address is Elisca.Pierre@uspto.gov. The examiner can normally be reached on Monday through Friday from 8:30 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached at (703) 305-9768.

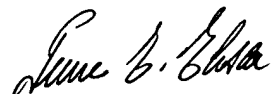
Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (703) 305-3900.

The Official Fax Numbers for TC-2100 are:

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Pierre Eddy Elisca

Patent Examiner (Art Unit 2161)

November 27, 2001